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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 43

IMPORTANT MEETINGS ON FFFF and perhaps the most important set of meetings for 1944 have been scheduled. Three sets of meetings on 1944 food information programs are being held in a single series to save travel both for the Washington teams and for the people in the field. All phases of FFFF -- farm production, Victory Gardens, Crop Corps, nutrition, food conservation, home food preservation, rationing and price control -- will be discussed. Here is the schedule:

<u>New York</u> :	Sun. and Mon., Feb. 20 & 21	- Radio farm program directors and farm paper and magazine editors.
	Tues., Feb. 22	- Government information representatives of OCD, OPA, and WFA.
	Wed., Feb. 23	- National organizations.
<u>Atlanta</u> :	Sun. and Mon., Feb. 27 & 28	- Radio farm program directors and farm paper and magazine editors.
	Tues., Feb. 29	- Government information representatives of OCD, OPA; and WFA.
<u>Washington</u> :	Thur., March 2	- National organizations.
<u>Chicago</u> :	Sun. & Mon., March 5 & 6	- Radio farm program directors and farm paper and magazine editors.
	Tues., March 7	- Government information representatives of OCD, OPA, and WFA
	Wed., March 8	- National organizations.
<u>San Francisco</u> :	Sat. & Sun., March 11&12	- Radio farm program directors and farm paper and magazine editors
	Mon., March 13	- Government information representatives of OCD, OPA, and WFA.
<u>Dallas</u> :	Fri., March 17	- Government information representatives of OCD, OPA, and WFA.

EACH AGENCY is to invite its own field representatives. You will be notified as soon as the exact time and place of each meeting is set.

PLAN OF ACTION FOR 1944 for local nutrition committees is to be formulated through a series of regional conferences, at which time machinery will be set up for full cooperation of local nutrition committees in the FFFF program. The Chicago meeting was held this week, Jan. 24-27; and the others scheduled are: Little Rock, Ark., Feb. 23-25 Roanoke, Va., March 2-4; New York, March 6-8; and San Francisco, March 13-16.

PROPOSED SUPPORT PRICES on 34 commodities announced by WFA in press release USDA 1535-44.

Details on egg price support program are given in USDA 1534-44. Hog support price details are in USDA 1531-44.

ECONOMIC STABILIZATION is to everyone's long-term advantage, and that fact is being stressed in radio announcements, news stories, magazine articles, and advertisements. According to OWI, 492 magazines are donating advertising space monthly to the program, and life insurance companies are supporting it with newspaper advertising. OWI is preparing a film, tentatively titled, "Skirmish on the Home Front," for use in telling the need for preventing further inflation.

THE SEVEN THINGS people themselves can do to hold prices down, are

1. Buy and hold as many War Bonds as you can afford.
 2. Pay willingly any taxes your country needs.
 3. Pay off your debts and avoid making new ones.
 4. Provide for your own and your family's future with adequate life insurance and savings.
 5. Pay no more than ceiling prices. Buy rationed goods only by exchanging stamps.
 6. Buy only what you need.
 7. Don't try to profit from the war. Don't ask higher prices if you are a businessman or farmer. Don't ask for higher wages or salaries.
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FFFF IN WAYNE COUNTY, MICHIGAN..... At outset of program, food waste was set up as a class project, and sixth grade pupils of the Ferris School had class discussions centering around the amount of food tossed out of their lunch baskets into waste baskets during lunch periods. Students gave speeches, and best were selected to go into other classrooms in the school. The furnace stoker, who gathered up food to take home to his dogs said at the end of the immediate campaign, "There used to be plenty for all of my dogs, but lately there ain't been enough to keep a pup alive."

THERE WAS WIDE PARTICIPATION throughout the county with help of editors of home-makers' pages in the metropolitan papers, nutrition committee of the Red Cross, American Women's Voluntary Services, Consumers Interest Committee of the OCD, Community Service Members of OPA, teachers, school lunch departments, grocery stores and restaurants.

NO-POINT, LOW-POINT MEETING SET The first of a series of meetings to discuss the no-point, low-point program with the Home Economics Women in Business, was held this week in Chicago. The next is for Feb. 10 in New York. Dates are not yet definite for San Francisco and Los Angeles.

PRODUCTION GOALS materials in preparation to aid committeemen in the sign-up campaign, emphasize the food needs. Multilith sheets have been prepared for committeemen, and newspaper mats on individual commodities have been distributed to the States. Brief statements suitable for adaptation in press and radio release at state levels are now being prepared to show on a commodity basis additional information on food requirements.

Temporary Abundances

Here is the list this week of really abundant foods over most of the country:

- * Potatoes
- Citrus Fruits - Particularly grapefruit and smaller oranges
- Canned Green & Wax Beans - Ration-free
- Frozen Vegetables - All ration-free except peas, corn and lima beans
- Fresh Shell Eggs
- Soya Products - Not marketed in every city
- * Frozen Baked Beans - Ration-free

Not quite so plentiful, or limited to certain regions are:

- Carrots - Ample supply in most markets
- Winter Squash - Plentiful on Pacific Coast
- Sweet Potatoes - Good supply in South and Southwest
- Various Greens - Types vary different markets - plentiful all markets
- Cauliflower - Good supply most metropolitan markets
- Broccoli - Good supply most metropolitan markets
- * Canned Green Soy Beans - Plentiful Southwest markets
- Cabbage - Plentiful on all markets

NOTE: Starred items (*) are those deserving special promotion after checking to see that they are abundant locally.

HOW YOU GOINNA KEEP 'EM DOWN ON THE FARM?.. WFA has just issued two multoliths, "Farm Employment in 1943" and "Farm Labor Needs in 1944." The former is a review of farm employment last year with tables showing figures by months and areas. "Farm Labor Needs in 1944" is composed principally of maps showing areas of critical and serious needs this year. ... Copies sent to Extension Editors, Directors, and Farm Labor Supervisors. Supply limited. Food Information Series No. 77 on "U. S. Crop Corps Insignia" went out this week.

HOME CANNERS have no great cause for worry this year over the availability of metal cans, glass jars and closures for them. While there may be some limiting factors, for the most part the manufacture of these products for home and community canning is unrestricted. The new supply of home canning jars is expected to be more than four times the quantity produced in 1941.

DON'T WASTE FOOD. Records from 18 cities, reported by Office of Distribution, WFA, shows:
(1) A slight decline in total garbage collections, (2) a decline of about 5 percent in residential food waste, and (3) an increase from restaurants and wholesale houses. Recent figures indicate that at least 9 percent of the total garbage weight represents edible food.

POINT VALUES CHANGED Raised on most cuts of beef, lamb and veal, lowered on major canned vegetables.
For details see OPA press releases X-25275 and X-25277.

***** NATIONAL FARM AND HOME HOUR *****

MONDAY, Jan. 31 -- Lee Marshall, Director of Distribution, WFA, "Processing and Distribution of 1944 Food Supply." TUESDAY, Feb. 1 -- Ruth Van Deman and Wallace Kauderly, "Home Food Preservation in '44," and Wallace Kauderly and F. E. Charles, "Farm Ground Crew." WEDNESDAY, Feb. 2 -- Marvin Jones, War Food Administrator. THURSDAY, Feb. 3 -- N. E. Doan, Chief, AAA, Post War Agriculture #9, "Farm Production After the War." FRIDAY, Feb. 4 -- Ernest Moore, Victory Gardens, "Calling All Victory Gardeners." SATURDAY, Feb. 5 -- National 4-H Club Program, 4-H Club members (John Faxon, Crete, Nebr., Wilbur Justi, Berlin Heights, Ohio, and Hoke Smith, Jr., and Alice Hudson, Emmanuel Co., Ga.).

S U "Milk and You" explains the milk limitation situation with two dramatic skits. One has the scene in Greece and the other in an Army
N M C E Base Hospital "somewhere in the South Pacific." The program will
C R T E explain recent Food Distribution Orders and point out the necessity
I M February 5, 12:15 EWT, NBC.

BROADWAY MATINEE will feature Dr. Norman Gola, Office of Distribution, WFA, on Wednesday, Feb. 3 -- "Food for Civilians in '44." The time is 4:00 p.m., EWT, CBS.

Have you noticed the new Farm and Home Hour format? You should hear its singing Master of Ceremonies. He gives fine entertainment as well as information. If you have neglected the F & H Hour recently, you should listen to their new show

PROGRAM BOOKLET FOR VICTORY GARDENERS ... "Make Food Fight for Freedom by Growing a Victory Garden in 1944," is being printed, scheduled for delivery about the middle of February, maybe sooner. Extension Service field force receiving copies; notification copies to Office of Distribution, WFA, and FSA.

WARTIME FOREST FIRE PREVENTION campaign, for the third consecutive year, is scheduled to open on Feb. 15 in eastern states from the Virginias to Maine, and in parts of Missouri, Ohio, Indiana, Iowa, and Illinois. Running concurrently with the spring season for forest and wood fires in these States, the program moves with the fire season to the Lake States, the southwest, and the Rocky Mountain and Pacific Coast States, then back for fall fire seasons in the Lake States, the east and the south. Informational materials to be printed are scheduled for delivery about the first of February.

FASHIONS IN RATIONS -- TOKENS A program book describing the token rationing program, which goes into effect Feb. 27, has gone to WFA and OPA field staffs. Farmers who sell rationed goods may collect either stamps or tokens, turn them in to local War Price and Rationing Board just as they turned in stamps before tokens were in use.

Plan Now to Reach Increased 1944 Farm and Garden Goals!

Farm goals assigned to Transylvania county for this critical year were analyzed and thoroughly discussed at a meeting Saturday morning in the county agent's office, which was attended by 25 of our leading farmers and representatives of other activities. This meeting was marked by a spirit of buoyant and determined optimism, and this corporation gladly purchases this space to reveal the goals and in the further hope that it will convey to the people of the county at large a spirit of hopeful resolution.

Large increases have been asked in some crops, moderate increases in others, reductions in some, as will be noted from the data on this page.



Corn

	Bushels Per Acre
Upland	Lowland
Standard Yields	30—40 45—60

Suggestions For Increased Yields

- Select your best corn land.
- Prepare land well.
- Grow a locally adapted variety.
- Plant reasonably early.
- Use sufficient amount of high grade fertilizer.
- Thin the corn so that it will be about 18 to 20 inches on fertile soil, 20 to 24 on medium.
- Cultivate to control weeds and not injure the roots.

Hay

Tons Per Acre
1 1/2—1 3/4

Standard Yields

Suggestions For Increased Yields

- Use lime and phosphate.
- Drill seed or work in with brush or harrow.
- Mow weeds where necessary.
- Cut hay before the leaves abed.
- Cure to keep green color and leaves.
- Store to prevent molding.

Irish Potatoes

Bushels Per Acre
150—200

Standard Yields

Suggestions For Increased Yields

- Select your best potato land, preferably that on which legumes have been grown.
- Prepare soil well.
- If possible, plant certified seed.
- Do not plant seed with damaged sprouts.
- Use around 1,000 lbs. high grade fertilizer.
- Control insects and diseases.
- Prepare good storage for keeping potatoes.

Snap Beans

Bushels Per Acre
150—200

Standard Yields

Suggestions For Increased Yields

- Select your best bean land.
- Prepare it well.
- Use a high grade fertilizer, at least 800 to 1,000 lbs. per acre.
- Plant around 50 lbs. high grade seed per acre.
- Slide dress with nitrate of soda and then control bean beetles with dust or spray.



1943 and 1944 FARM GOALS Compared

(All crops are in acres)

	1943	1944	Increase or Decrease
Corn	6,940	7,446	506
Hay	2,500	2,787	487
Commercial Vegetables	500	990	490
Home Gardens	858	875	7
Irish Potatoes	400	708	308
Sweet Potatoes	51	125	74
Wheat	105	150	44
Sorghum	0	98	38
Rye	848	585	-103
Barley	132	80	-52
Oats	35	89	54
Lespedeza for Seed	0	184	184
Burley Tobacco	25	55	30

LIVESTOCK

Milk Cows	1,421	1,500	179
Milk Production, Lbs.	5,852,000	6,427,000	575,000
Cattle and Calves	4,128	7,204	8,076
Breed Sows	250	244	-6
Chickens Raised	68,379	47,375	-21,003
Eggs in Dozens	269,331	258,131	-11,200
Turkeys	585	186	-399

Dairy Production

Gallons Per Year
756—813

Standard

Suggestions For Increased Production

- Have one to two acres of improved pasture per cow.
- Where possible, supply three to four tons of silage per cow.
- Provide supply of hay, 1 1/2 tons with silage, two to three tons without silage.
- Feed a balanced grain mixture with the roughage.
- Provide comfortable quarters for the cows during winter months.
- See that cows have an abundant supply of fresh water at all times.

Beef Production

Cattle Receipts Per Cow
\$60—\$70

Standard

Suggestion For Increased Production

- Use good type purebred bull.
- Provide sufficient improved pasture, permanent or temporary.
- Feed silage in winter where possible.
- Creep feed calves, where practicable.
- Feed calves first winter to gain 60 to 75 lbs.
- Bring cows through winter in strong condition.
- Replace old and culled cows with beat heifers.
- Take definite measures to control diseases, lice and other parasites.

Hog Production

Pigs Raised Per Sow
7 (2 litters)

Standard

Suggestion For Increased Profits

- Select sows from hogs that were good mothers and raised large litters.
- Feed a balanced ration grain, protein supplement, minerals and green feed.
- Provide grazing for hogs.
- Provide good farrowing quarters.
- Breed to a good purebred boar for spring and fall litters.
- Keep sows from being too fat at farrowing time.
- Control lice and mange.

Poultry Production

Eggs Produced Per Hen
150—169

Standard

Suggestion For Increased Profits

- Keep a balanced laying mash before the hens all the time.
- See that birds eat as much mash as grain.
- Feed most of the grain in the late afternoon.
- See that fresh water is before the birds at all times.
- Provide at least three and a half square feet of floor space for birds.
- Get chicks from a known quality source.
- Get chicks early, in March or April.

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HARRY H. STRAUS, President

PISGAH FOREST, N. C.

